

ORDER



KSDK

Orders	Order / Rev:	720711	
	Alt Order #:	06363830	
	Product Desc:	NRCC IE 2012	
	Estimate:	3314	
	Flight Dates:	10/19/12 - 10/25/12	
	Original Date / Rev:	10/19/12 / 10/19/12	
	Order Type:	Political	
		Primary AE:	Kristin Waskie
		Sales Office:	T-PHI
		Sales Region:	NAT

Agency	Name:	National Media Research Planning/ PC	
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	815 Slaters Lane	Billing Cycle:	EOM/EOC
	Alexandria, VA 22314	Agency Commission:	15%

Advertiser	Name:	National Republican Cong. Committee	
Demographic:	A35+	New Business Thru:	
Product Codes:	IS-Candidate/US House	Order Separation:	00:15:00
Priority:	P-1	Advertiser External ID:	
Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/25/12	41	\$55,920.00	\$47,532.00	October 2012	41	\$55,920.00	\$47,532.00	0.00
					Totals	41	\$55,920.00	\$47,532.00	0.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$55,920.00	\$47,532.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Kristin Waskie Start Of Order - End Of Order 100%

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KSDK	10/23/12	10/25/12	LN (M-F) LN (M-F)	CM	10-1035p	- TWT---	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
NWS CH5-10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
N 7	KSDK	10/23/12	10/25/12	M-F 3-4p Ellen	CM	3-4p	- TWT---	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
N 8	KSDK	10/23/12	10/25/12	M-F 5-6A 5-6a	CM	5-6A	- TWT---	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
TODAY-LOUIS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
N 9	KSDK	10/23/12	10/25/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	- TWT---	:30	1	\$3,025.00	P-1	0.00	NM	1	\$3,025.00
NWS CH5-6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
N10	KSDK	10/23/12	10/25/12	M-F 6-7A 6-7a	CM	6-7A	- TWT---	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
TODAY-LOUIS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
N11	KSDK	10/23/12	10/25/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	- TWT---	:30	2	\$1,250.00	P-1	0.00	NM	2	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
N12	KSDK	10/20/12	10/20/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$1,475.00	P-1	0.00	NM	2	\$1,475.00
NWS CH5-5 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12															
Spot	Ch	Date Range	Description			<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>			
1	KSDK	10/15/12-10/21/12	Sat 5p			5-530P				-----Sa-		:30	(\$1,475.00)	0.00	
See MG 12.2,12.3															
2	KSDK	10/23/12-10/25/12	M-F 2-3p			2-3p				- TWTh-----		:30	\$675.00	0.00	
Ⓜ	MG for 12.1	10/20	[n/a]												
3	KSDK	10/23/12-10/25/12	M-F 4P News			4-430P				- TWTh-----		:30	\$800.00	0.00	
Ⓜ	MG for 12.1	10/20	[n/a]												
23	KSDK	10/25/12	10/25/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	---T---	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
24	KSDK	10/25/12	10/25/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---T---	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
NWS CH5-5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
25	KSDK	10/25/12	10/25/12	M-F 5-6A 5-6a	CM	5-6A	---T---	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
TODAY-LOUIS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12															
26	KSDK	10/25/12	10/25/12	M-F 6-7A 6-7a	CM	6-7A	---T---	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00

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